



City of La Crosse, Wisconsin

City Hall
400 La Crosse Street
La Crosse, WI 54601

Meeting Minutes

Economic Development Commission

Thursday, August 8, 2019

11:30 AM

3rd Floor Conference Room

Joint Meeting of the Economic Development Commission and Redevelopment Authority

Call to Order

Adam Hatfield called the meeting to order at 11:30 am.

Roll Call

Present: 6 - Paul Medinger, Tim Kabat, Angela Seeger, David Morrison, Debbie McKenney, Martin Gaul

Excused: 1 - Al Louis

Agenda Items:

1. **Introductions and purpose of Meeting (11:30 - 11:40 AM)**

The members of the Redevelopment Authority and Economic Development Commission went around the table and introduced themselves.

2. **Survey Results (11:40 - 11:45 AM)**

Jason Gilman gave an overview of the survey results. Gilman stated the purpose of the meeting was to discuss the likelihood of the two committees crossing paths again on the Riverside North project. Gilman stated this meeting would likely be one of many joint meetings.

3. **TID 12 Administration and the role of adjacent TID - Ehlers (11:45 AM - 12:00 PM)**

Sean Lentz and Brian Reilly of Ehlers presented the adjacent TIDs stating that TID 12 was cash flowing, but there was not enough revenue to support the project. The adjacent TID 11 is good, strong, and cash flowing, and TID 17 is in its infancy and looks good. Brian stated the committees could look at adjacent TIDs to do 1/2 mile projects to leverage existing cash flow; but believed a donor recipient model would fit better. Sean stated the goal is to create a mechanism to have all funding in place and up front. Sean also suggested having multiple plans for financing in place in case one doesn't play out as planned. Mayor Kabat asked about the possibility of a new TIF for Riverside North.

4. **Lunch Service Break (12:00 - 12:10 PM)**

5. Framework for Public Incentives - Blair Williams/WiRED - (Eligibility Requirements and Expected Return on Investment) (12:10 - 1:00 PM)

Blair Williams of WiRED Properties gives presentation on the Framework for Public Incentives. Blair stated the footings and foundations will determine the cost to build, quality, and feasibility. He stated the committees would need to think about "how are they benefitting Riverside North" vs "how they are benefitting La Crosse through Riverside North." Blair stated parking has a real cost and the committee and City need to think about how much money they want to offer for gap financing and how do they want to prioritize what they spend the money on. Blair states anticipate TIF requests for incentives for street edge, urban planning, etc. Blair states he has talked to developers from La Crosse and outside of La Crosse and has seen more interest from outside developers. Blair stated he thinks they will get between 500-600 housing units with different levels of income. He also states a development this size is rare to happen in 3-5 years.

Adjournment

Gilman suggested having regular recurring updates on the agenda. A motion by Richmond, second by Seeger to ADJOURN. The motion carried and the meeting adjourned at 1:03 PM.

Notice is further given that members of other governmental bodies may be present at the above scheduled meeting to gather information about a subject over which they have decision-making responsibility.

NOTICE TO PERSONS WITH A DISABILITY

Requests from persons with a disability who need assistance to participate in this meeting should call the City Clerk's office at (608) 789-7510 or send an email to ADAcityclerk@cityoflacrosse.org, with as much advance notice as possible.